

HIGHLAND MAIN STREET MEETING
Highland Town Hall- Highland, Indiana 46322
February 7, 2019 MINUTES

Call to Order

At 6:30 PM, the Highland Main Street (HMS) meeting was called to order by President Dawn Diamantopoulos at Highland Town Hall, 3333 Ridge Road in Highland, Indiana.

Roll Call:

The following were present: Board Members Dawn Diamantopoulos, Lola McKay, Doug Van Ramshorst, Marie Russo, Julie Larson, Emily Foreit, Teri Yovkovich, Renee Reinhart, Kellie Shelton and Redevelopment Assistant Lance Ryskamp. Board Members Mary Wells and Mary Ellis were absent. Also present was Nan Mason, Verginiya Burgess, Larry Barker, Jacqui Herrera and Terry Krooswyk.

Election of 2019 Officers:

A motion was made by Julie Larson, seconded by Marie Russo to nominate Dawn Diamantopoulos as the 2019 President and to nominate Doug Van Ramshorst as the 2019 Vice President. No additional nominations were made. The motion passed on a voice vote 9-0.

Minutes:

Julie Larson made a motion, seconded by Marie Russo, to approve minutes and meeting memos from the November 1, 2018, December 6, 2018, December 27, 2018 Study Session and January 3, 2019 meetings. The motion passed on a voice vote 9-0.

The Redevelopment Assistant asked President Diamantopoulos and the Board to move Item 5 up on the agenda for the next item to be considered.

2019 Planning- Review/ Approval

The Redevelopment Assistant provided the Board with draft Mission and Vision Statements, a final draft of a 2019 Action Plan, an email from the Redevelopment Director discussing creation of a new restaurant-related event in downtown, along with a proposed list of event dates and Committees.

The Board reviewed the various drafts of proposed language for replacing the current Mission Statement. After discussion amongst the Board members and volunteers, Doug Van Ramshorst made a motion, seconded by Marie Russo, to adopt the following language as the new Mission Statement: *"The mission of the Highland Main Street (HMS) is to support and promote Downtown Highland, and serve as a catalyst to make the downtown district stronger and more vibrant for residents, visitors and business owners in the area."* The motion adopting the new Mission Statement passed on a voice vote 9-0.

The Board then reviewed the drafts of proposed language for a Vision Statement. After discussion amongst the Board members and volunteers, Doug Van Ramshorst made a motion, seconded by Julie Larson, to adopt the following language as the new Vision Statement: *"Highland Main Street's vision is to draw residents, visitors and businesses alike to Downtown Highland with a diverse mix of business and retail opportunities; year-round activity, entertainment and events; public art; and, affordable living and dining options."* The motion adopting the new Vision Statement passed on a voice vote 9-0.

The Board reviewed the final draft of the proposed 2019 Work Plan. President Diamantopoulos proposed adding the Art Committee to also work on the action item concerning Downtown Parking Lot and alley improvements. After discussion amongst the Board members and volunteers, Lola McKay made a motion, seconded by Teri Yovkovich, to adopt the 2019 Work Plan as presented along

with adding the change proposed by President Diamantopoulos. The motion adopting the 2019 Work Plan as amended passed on a voice vote 9-0.

The Board then reviewed the proposed dates for Highland Main Street 2019 events. Reviewing the dates, Lance Ryskamp said that Highland's Volunteers In Police Service (VIPS) were available to work on the Car Cruise on June 1st, and the date from the Festival of the Trail is the same as the Fire Department's Open House. Marie Russo made a motion, seconded by Lola McKay, to adopt the following dates for the 2019 events: June 1st (No Rain Date) Downtown Car Cruise; August 10th- Last Call For Summer; and, October 5th- Festival of the Trail. Under discussion, Verginiya Burgess suggested holding the Festival of the Trail in September for better weather and to avoid other event conflicts in October. After further discussion, the Board's consensus was that the event should be scheduled the same day as the Fire Department Open House, which would create larger foot traffic in downtown. At the end of the discussion, the motion adopting the 2019 Event Dates passed on a voice vote 9-0.

Finally, the Board reviewed the proposed new committee structure. After discussion, the following Board members and volunteers asked to serve on the following committees:

- Events- Marie Russo, Lola McKay, Julie Larson, Teri Yovkovich & Larry Barker
- Downtown Promotions- Renee Reinhart, Teri Yovkovich & Verginiya Burgess
- Art- Dawn Diamantopoulos, Julie Larson, & Mary Wells
- Poet Laureate- Julie Larson
- Community Garden- Renee Reinhart, Dawn Diamantopoulos, Marie Russo & Julie Larson
- Design/ Aesthetics & Historic Preservation- Emily Foreit & Jacqui Herrera

Festival of the Trail

No report

Highland Rookery

No report.

Pop-Up Gallery

No report.

Coupon Program

No report.

Car Cruise

The Redevelopment Assistant reported that a resolution will be prepared approving the contract with Thunder Road and presented to the Redevelopment Commission at their February 18th meeting. The contract amount of \$400 is the same as in 2018.

Community Garden

The Redevelopment Assistant reviewed a draft project budget and the pros and cons of three possible funding options: The State of Indiana's "CreatiNg Places" program; a project Go Fund Me page; and a traditional fundraising campaign, using grants, donations and sponsorships. The Redevelopment Assistant advised the Board that the Highland community foundation has committed \$1,000 to the project, as well as assistance, if needed in grant applications. Renee Reinhart indicated that her employer, Farm Credit, was willing to consider a substantial donation to the project, possibly up to \$10,000, upon submission of a proposal. The Redevelopment Assistant noted that the Lake County Master Gardener's Association has opened a new grant cycle, with a submission deadline of

March 1st. A discussion ensued on the project, with the consensus that based on existing and possible donation sources, the project could be funded through a traditional fundraising campaign. Members of the Community Garden Committee said they would meet and assist with putting together a proposal to submit to Farm Credit.

Façade Improvement Grant

No report.

Cash Mobs

No report.

Municipal Parking Lot

No report.

Poet Laureate

No report.

Sculpture and Art Tour of Highland

The Redevelopment Assistant reported that to date, there had been no submissions for the Call For Sculpture Art, which had a February 15th deadline. He recommended that the deadline be extended another month, to March 15th. The consensus was to extend the deadline and revise the dates on the Call accordingly.

Discussion

The Redevelopment Assistant supplied the Board with 2019 budget information for their review.

Nan Mason discussed some concerns she had over the lack of current information on the town's website, as well as her desire to see more decorative lighting in downtown. The Redevelopment Assistant advised the Board that the Redevelopment and Public Works Directors have been working on a project to improve lighting. Nan Mason said that she would like to see decorative lights placed on the trees on Highway and inquired how much lights and use of the electrical outlets around the trees would cost and who to talk to about the project. The Redevelopment Assistant suggested that the Design/ Aesthetics & Historic Preservation Committee work on the idea.

Verginiya Burgess agreed with the concern over the town website and asked about how she could create a Little Free Library station at her business, The Green Witch Juice Bar & Café, on Highway. The Redevelopment Assistant said he was aware of her recent email on the issues and said he would check with the Building Department.

Adjournment

With no further business, Lola McKay made a motion, seconded by Doug Van Ramshorst, to adjourn. It passed on a voice vote 9-0. The meeting was adjourned at 7:56 PM.